FACSIMILE COVER SHEET

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From: John C. Pokotylo, Esq.

Date: March 24, 2008

Number of Pages Including Cover: 28

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.) (in duplicate);
- 3) Request for a Two (2) Month Extension of Time (2 pgs.); and
- 4) Amendment (22 pgs.).

Attorney Docket No.: Google-33/APP (GP-086-00-US)

Appl. No.: 10/749,110

Applicants: Chad LESTER, et al.

Filed: December 29, 2003

Title: ENCODING AD AND/OR AD SERVING INFORMATION IN A CLICK URL

TC/A.U.: 2146

Examiner: Willow W. Noonan

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		Application Number	10/749,110						
TRANSMITTAL		Filing Date	December 29, 2003						
FORM		First Named Inventor	Chad LESTER						
(to be used for all correspondence after initial filing)		Group Art Unit	2146						
		Examiner Name	Willow W. Noonan						
Total Number of Pages in This Submission		Attorney Docket Number	Google-33/APP (GP-086-00-US)						
ENCLOSURES (check all that apply)									
Fee Transmittal Form Fee Attached Amendment / Reply After Final Affidavits/declaration(e) Extension of Time Request Express Abandonment Request Information Disclosure Statement Certified Copy of Priority Document(s)	Drawing Licensin Petition Pelition Provisio Power of Change Address Termina Reques	ng-related Papers to Convert to a mal Application of Attorney, Revocation of Correspondence	After Allowance Communication to Group Appeal Communication to Board of Appeals and Interferences Appeal Communication to Group (Appeal Natice, Belef, Reply Belef) Proprietary Information Status Letter Postcard Receipt Other Enclosure(s) (please identify below):						
Response to Missing Parts/ Incomplete Application Response to Missing Parts under 37 CFR 1.52 or 1.53									
SIGNATUR	RE OF APPLI	CANT, ATTORNEY, OR	AGENT						
Firm or Individual name Signature John C. Pokoty	$ \cap$								
Data	Date of Photos In								
March 24, 2008									
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FEE TRANSMITTAL for FY 2007 Effective 09/30/2007. Patent fees are subject to annual revision.		Complete if Known									
		Application Number 10/749,				110					
					Decemb	December 29, 2003					
		First Named Inventor Cha			or Chad LI	ad LESTER					
						W. Noonan					
Applicant claims small entity status. See 37 CFR 1.27					2146						
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METHOD OF PAYMENT (check all that apply)			FEE CALCULATION (continued)								
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"or number previously paid, if greater, For Reissues, see above Heduced by Basic Filing Fee Paid SOBTOTAL (3) [(\$) 460.00											
SUBMITTED BY 1 C. D. Lucule Registration No. 136 242 Telephone (732) 542-9070											
Name (Print/Type) John C. 1 GKOLylo (Attorney/Aperd)											
Signature Date March 24, 2008											

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Modified PTO/SB/17 (01-03) Approved for use through 04/30/2003. OMB 0651-0032 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. Complete if Known FEE TRANSMITTAL 10/749,110 Application Number December 29, 2003 Filing Date for FY 2007 Chad LESTER First Named Inventor Effective 09/30/2007. Patent fees are subject to annual revision. Examiner Name Willow W. Noonan Applicant claims small entity status. See 37 CFR 1.27 Art Unit 2146 Google-33/APP (GP-086-00-US) TOTAL AMOUNT OF PAYMENT Attorney Docket No. (s) 660.00 FEE CALCULATION (continued) METHOD OF PAYMENT (check all that apply) 3. ADDITIONAL FEES Money Order Other | None Check Credit card arge Entity | Small Entity Deposit Account Fee Fee Fee Fee Fee Description Fee Paid Code Code (\$) Deposit Account 50-1049 Surcharge - late filing fee or oath 1051 130 2051 65 Number Surcharge - late provisional filing fee or 2052 Deposit 1052 50 25 Straub & Pokotylo cover sheet Account Name Non-English specification 1053 130 1053 130 The Commissioner is authorized to: (check all that apply) For filing a request for ex parte reexamination 1812 2.520 ⊠Charge any underpayment of 1812 2.520 Credit any overpayments fee(s) indicated below Requesting publication of SIR prior to 920 1804 920 1804 ☑Charge any tee(s) due in connection with the filling submitted herawith Examiner action Requesting publication of SIR after 1805 1,8401 ☑Charge fee(s) indicated below, except for the filing fee in the 1805 1.840 Examiner action to the above identified deposit account. Extension for reply within first month 2251 60 120 1251 FEE CALCULATION 460.00 Extension for reply within second month 2252 230 1252 460 1. BASIC FILING, SEARCH & EXAMINATION FEES Extension for reply within third month 1253 1,050 2253 525 arge Entity Small Entity Fee Paid Extension for reply within fourth month Fee (\$) Fee Description 1254 1,640 2254 820 [60 Extension for reply within fifth month 1255 2,230 2255 1.115 **Utility fee** 1030 515 Notice of Appeal 1401 510 2401 255 Design tee 440 220 Fluing a brief in support of an appeal 2402 255 1402 510 680 340 Plant fee Request for oral hearing 1403 1,030 2403 515 720 Reissue fee 1440 Petition to institute a public use proceeding 1451 1,510 1451 1.510 Provisional fee 105 210 Petition to revive - unavoidable 255 2452 1452 510 (\$) 0.00SUBTOTAL (1) Petition to revive - unintentional 2453 770 1453 1.540 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE Utility issue fee (or relssue) 2501 720 1501 1,440 Fee from Fee Paid Extra Claims 1502 820 2502 410 Design issue tee 200.00 X 50.00 -38* Total Claims 4 1503 1,130 2503 565 Independent Petitions to the Commissioner - check fee sheet 4 X = 210.00 = 0.000 Multiple Dependent Processing fee under 37 CFR 1.17(c) 1807 50 1807 50 Submission of Information Disclosure Strnt arce Entity Small Entity 1806 180 1806 180 Fee Description Recording each patent assignment per 8021 40 40 8021 property (times number of properties) Code (\$) Code (\$) 2202 25 Claims in excess of 20 Filing a submission after final rejection 1202 50 1809 810 2809 405 (37 CFR 1.129(a)) independent claims in excess of 3 2201 1201 210 105 For each additional invention to be Multiple dependent claim, if not paid 2810 405 1810 810 1203 370 2203 185 examined (37 CFR 1.129(b)) 105 **Relssue independent claims Request for Continued Examination (RCE) 1204 210 2204 405 1801 810 2801 over original patent Request for expedited examination 1802 1802 900 900 *Reissue claims in excess of 20 1205 50 2205 25 of a design application and over original patent Other fee (specify)

SUBTOTAL (2) (\$) 200.00 "or number previously paid, if greater, For Reissues; see above (Complete (if applicable) SUBMITTED BY (732) 542-9070 Registration No. 36,242 Telephone John C. Pokotylo Name (Print/Type) March 24, 2008 Signature

* Reduced by Basic Filing Fee Pald

SUBTOTAL (3)

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